

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
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february							august						
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april							october						
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january							march						
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february							april						
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File copy
10/31/55

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 28, 1955</u>			
Friday Oct. 28 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Oct. 28: Margaret Cody. Nov. 4: Margaret Kroder. Nov. 11: John Frederics. Nov. 18: Herma G. Dec. 2: Cesar Rubio. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
<u>WEEK BEGINNING SUNDAY, OCTOBER 30, 1955</u>			
Oct. 30	DAYLIGHT SAVING TIME ENDS. (Move Clocks Back One Hour).		
Monday Oct. 31	THE HARTMANN LUGGAGE SHOW AT SAKS FIFTH AVENUE, SCHEDULED FOR OCT. 31, HAS BEEN POSTPONED TO NOV. 7, 1:00 P.M.-5:00 P.M. (See Page 4).		
Monday Oct. 31 10:00 A.M. Breakfast	PRESS PREVIEW OF HAND KNIT FASHIONS Preview of Macy-designed hand knit fashions of Nomatta yarn. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Monday Oct. 31 & Nov. 28 10:30 A.M.	SHOWING OF SPRING SHOES AND BAGS "Orient Express to a Great Spring"--showing of Town and Country shoes and bags for Spring 1956. By invitation. Publ: Mrs. Eleanor Howard, CH. 4-3620.	TOWN & COUNTRY SHOES & BAGS	EMPIRE STATE BUILDING 69TH FLOOR
Monday Oct. 31 5:00 P.M.- 7:00 P.M. Cocktails	DISCUSSION OF NEW LINGERIE CONCEPT Arlene Dahl will discuss a new concept to be introduced in lingerie design for early Spring, to be manufactured by A. N. Saab. By invitation. Contact: Betty Cantor at Harry W. Graff, CI. 5-6611.	ARLENE DAHL	SHERRY NETHERLAND PRIVATE SUITE
Monday Oct. 31 6:30 P.M.- 8:30 P.M.	FIFTEENTH FASHION TRAINING COURSE Sixth session: "Accessory Merchandising". Speakers: Estelle Hamburger, retail store consultant; Matilda Taylor, Women's Wear Daily. Price: \$2.00 per lecture. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET
Tuesday Nov. 1 9:15 A.M. Coffee	PRESS PREVIEW: HOLIDAY SHOE FASHIONS Bonwit Teller will preview their shoe fashions for Holiday and evening wear. By invitation only. Publicity: Grace Hill, EL. 5-6800.	BONWIT TELLER	2ND FLOOR
Tuesday Nov. 1 9:30 A.M.- 11:00 A.M.	BREAKFAST PREVIEW OF DECORATIVE FABRICS Decorative Fabrics will preview their Fall upholstery and drapery fabrics. By invitation only. Contact: Patricia Siesel, MU. 8-3572.	DECORATIVE FABRICS	13 EAST 53RD STREET SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Nov. 1	OPENING OF SPRING SUIT COLLECTIONS Resort and Spring suits for misses and petites by Briarbrook and Birch- brook Juniors, designed by Stefan. Contact: Isabelle Crawford, BR.9-7700.	BRIARBROOK & BIRCHBROOK JRS.	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Nov. 1- Nov. 8	SIXTY-SEVENTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
Wednesday Nov. 2 9:30 A.M. Coffee	PRESS PREVIEW: SPRING COAT COLLECTION Preview of La Vigna's Roman collection of coats for Spring. By invitation only. <u>Trade beginning Monday, Nov. 7 at 10:30, 2:30, 4:00 P.M.</u> Publicity: Mimi Weiss at La Vigna, PE. 6-2364.	LA VIGNA, INC.	512 SEVENTH AVENUE SHOWROOM - 39TH FLOOR
Wednesday Nov. 2 12:00 Noon Luncheon	LUNCHEON: "SHOWMANSHIP IS SALESMANSHIP" Billy Rose will discuss "Showmanship is Salesmanship". Exhibit of "Palace of Progress" and the architect's sketches. Chairman: Marilyn Hoffman. Prices: \$4.75, members; \$5.50, guests. Contact: Josephine Brush, MU.7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT GRAND BALLROOM
Wednesday Nov. 2 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Aronowicz will present fur fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz contact: PL. 3-2698. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARONOWICZ FURS (19 WEST 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 2 12:30 P.M. Luncheon	PREVIEW: CHILDREN'S LINGERIE COLLECTION Yolande's inaugural collection of children's lingerie to press and buyers. By invitation only. Contact: MU. 6-8600. Publ.: Viola Shefer, PL. 3-3173.	YOLANDE CORP. (16 EAST 34TH ST.)	ST. REGIS HOTEL MAISONETTE ROOM
Wednesday Nov. 2 12:30 P.M. Luncheon	SHOE AND MILLINERY FASHIONS AT LUNCHEON "Intrigue from Head to Foot"---Cruise, evening and early Spring shoe fashions by J & J Slater. "Draped Shapes" designed by Robert Richmond. Hats by Sally Victor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Contact: Mr. Pat Diez, PL. 9-4805. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	J & J SLATER	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 2 4:00 P.M.	PRESS PREVIEW OF CRUISE-SPRING FASHIONS Fontana of Rome will present her Cruise and Spring fashions to the press. By invitation only. Contact: Madelaine Fiorito, PL. 9-3000. Publicity: Rosemary Sheehan, CI. 7-8060.	FONTANA OF ROME	HOTEL PLAZA
Wednesday Nov. 2 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: EYEGLASS FRAMES BY SCHIAPARELLI Schiaparelli Lunettes will present their new functional sportswear and evening eyeglass frames to the press only. By invitation only. Publicity: Barbara Yarosh at Alfred Davidson Assoc., PL. 5-0868.	AMERICAN OPTICAL CO. (SOUTHBRIDGE, MASS.)	HAMPSHIRE HOUSE THE COTTAGE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 3 9:00 A.M. Breakfast	SPRING COLLECTION BY ITALIAN DESIGNERS Showing of daytime, cocktail and evening fashions by the Steiner sisters. By invitation. Thereafter, by appointment in their suite at Savoy Plaza. Publicity: Donna Cannon, MU. 7-5447.	SORELLE STEINER OF MILAN	SAVOY PLAZA HOTEL 1E CHATEAU - 11TH FL.
Thursday Nov. 3 9:30 A.M. Coffee	PREVIEW OF NEW SPORTSWEAR DEPARTMENT Preview of new enlarged junior sportswear department and showing of Holiday fashions. By invitation only. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	4TH FLOOR
Thursday Nov. 3 11:00 A.M.	PREVIEW OF SPRING COATS AND SUITS Preview of Frank Gallant Originals, coats and suits for Spring. By in- vitation. <u>Trade from Tuesday, Nov. 8 at 11:00 A.M.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Beginning Thursday Nov. 3 11:30 A.M.	OPENING OF CRUISE AND SPRING COLLECTION Showing of Countess Alexander's Cruise and Spring collection at 11:30 A.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
Thursday Nov. 3 12:00 Noon Luncheon	ACCESSORY AND SHOE LUNCHEON MEETING Spring and advanced Summer showing of accessories and shoes. Speaker: Sol Kent, Fashion Director, Rich's, Atlanta. Commentator and Chmn: Carolyn Saks, Mademoiselle Shoes. Co-Chmn: Janina Willner, Bloomingdale's. Prices: \$5.75, members; \$6.75, guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE GRAND BALLROOM
Thursday Nov. 3 12:30 P.M. Luncheon	COCKTAIL AND EVENING GOWNS AT LUNCHEON "Social Season Splendour"--cocktail, evening fashions and furs by Russeks. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 3 4:00 P.M. Cocktails	ADVANCE SPRING SHOWING FOR PRESS Cocktail party for the press with an advance showing of Oleg Cassini's Spring collection at his home. By invitation only. <u>Trade from Nov. 10 at 1:15 daily.</u> Contact: BR. 9-5986. Publicity: Alfred Davidson Associates, PL. 5-0868.	OLEG CASSINI, INC.	29 EAST 61ST STREET
Friday Nov. 4 9:30 A.M. Breakfast	PREVIEW: CHRISTMAS GIFT SHOPS Macy's will invite the press to a preview of six gift departments. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Friday Nov. 4 11:00 A.M.	PREVIEW: SPRING COATS BY BONNIE CASHIN Spring coats designed by Bonnie Cashin for Mr. Siggy, at a preview for press. By invitation only. Publicity: Donna Cannon, MU. 7-5447.	SIGGY COAT CO.	512 SEVENTH AVENUE SHOWROOM - 23RD FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Nov. 4 7:00 P.M. Dinner	FASHION SHOW BY DRESS DESIGNERS "Fashion in the Winds"---showing of travel fashions for Fall, Cruise and early Spring by members of the Society of American Fashion Designers. Price: \$20.00. Contact: Miss Tina, LA. 4-7950 or LA. 4-6817.	SOCIETY OF AMERICAN FASHION DESIGNERS	WALDORF-ASTORIA GRAND BALLROOM
Sunday Nov. 6- Nov. 11 9:30 A.M.- 7:00 P.M.	BOYS' INDUSTRY MARKET WEEK Spring and Summer market week of the boys' industry, sponsored by the Boys' Apparel and Accessories Mfrs. Ass'n, in cooperation with Boys' Apparel Buyers' Ass'n. Contact: Shirley Trosk, PE. 6-6244.	B.A.M.A. & B.A.B.A.	HOTEL NEW YORKER 5, 6, 7, 8, 9 FLOORS
Monday Nov. 7 9:00 A.M. Coffee	PREVIEW: SPRING-SUMMER COATS & SUITS Presentation of coats and suits, with introduction of new Bardley "Travelaire" unlined Spring and Summer suits. By invitation. Contact: Betty Sanderson, LO. 4-4650. Publicity: Sandy Pitofsky, PL. 1-2170.	FINGER & RABINER	512 SEVENTH AVENUE SHOWROOM - 33RD FLOOR
Beginning Monday Nov. 7 10:00 A.M.	OPENING OF SPRING BRIDAL COLLECTION Showing of Milady's Spring bridal collection of lace and tulle and featuring French imported petit point lace. Contact: PE. 6-0886.	MILADY BRIDALS, INC.	499 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday Nov. 7 10:30 A.M.- 12:00 Noon	PRESS PREVIEW OF WOMEN'S EXPOSITION The 32nd Annual Women's International Exposition will display continental fine arts, handicrafts, foreign food, authentic native costumes, music, dance and a flower show by the Federated Garden Clubs of New York State. Open to public, Nov. 7-13, from 12:00 Noon to 11:00 P.M.; admission: \$1.00. Contact: John Morrissey Gray Co., 51 East 42nd St., MU. 7-5587.	WOMEN'S INTERNATIONAL EXPOSITION	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Monday Nov. 7 11:45 A.M.	PREVIEW OF SPRING SUIT & COAT COLLECTION Twentieth anniversary celebration with showing of Zelinka-Matlick's suits and coats for Spring. By invitation. Trade showings thereafter at 11:45 A.M. Contact: Jerry Matlick, BR. 9-8682. Publicity: Laurel Cutler at C. J. Herrick, TR. 9-6310.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday Nov. 7 12:00 Noon	OPENING OF SPRING AND CRUISE COLLECTION "The Label and the Look is the Thing"---showing of Louis Goldstein's Spring, Cruise and Travel coat and suit collection. (Show followed by luncheon). By invitation only. Contact: Bill Goldstein, CH. 4-3512.	LOUIS GOLDSTEIN CO., INC.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Monday Nov. 7 1:00 P.M.- 5:00 P.M.	HARTMANN LUGGAGE WITH TRAVEL FASHIONS New colors and shapes in vinyl and leather luggage by Hartmann, with informal showing of travel fashions. (<u>Note Change of Date and Time.</u>) Press invited. Open to public. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	6TH FLOOR LUGGAGE DEPARTMENT
Monday Nov. 7 2:30 P.M.	PREVIEW OF SPRING COLLECTION Preview of Pierre Balmain's 1956 Spring collection, including Resort fashions. By invitation. Trade showings daily thereafter at 10:30 A.M. By reservation. Contact: Dorothy Smith, CH. 4-2659.	PIERRE BALMAIN - N.Y.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 7 2:30 P.M.	PREVIEW OF DRESS COLLECTION Leslie Fay will present Spring dresses for 5'5" and under. Continuous trade showings thereafter. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FL.
Monday Nov. 7 3:30 P.M.	PRESS PREVIEW OF SPRING COLLECTION Preview of Abe Schrader's Spring collection, designed by Belle Saunders; followed by cocktails. By invitation only. <u>Daily trade showings at 11:30 A.M. from Wed., Nov. 9.</u> Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FL.
Monday Nov. 7 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Preview of Philip Hulitar's Spring collection. By reservation. Daily thereafter at 10:00 A.M. and 4:00 P.M. Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Nov. 7 4:00 P.M.	SHOWING OF SPRING COLLECTION Harmay's Spring collection will be shown daily at 4:00 P.M. Contact: Pauline Greene, MU. 3-1150 or PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
Monday Nov. 7 5:00 P.M.	COCKTAIL PARTY FOR FONTANA By invitation. Public Relations: Gino di Grandi, FL. 3-4216.	FONTANA OF ROME	LITTLE CLUB 70 EAST 55TH STREET
Beginning Monday Nov. 7	OPENING: COATS AND SUITS FOR SPRING Showing of suits, coats and ensembles for Spring. Contact: WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

<u>MONDAY, NOV. 7</u>			
Martin Simon, Inc.	Continuous Daily.	498 7th, LA.	4-2877
<u>TUESDAY, NOV. 8</u>			
Herbert Sondheim, Inc.	10:30 A.M.	530 7th, LA.	4-7540
A. Goodman & Co., Inc.	10:30 A.M. & 1:30 P.M.	530 7th, WI.	7-4077
Ben Barrack, Inc.	Continuous Daily.	498 7th, LO.	4-3923
<u>WEDNESDAY, NOV. 9</u>			
Rudolf Gowns	10:30 A.M.	530 7th, WI.	7-6865
Larry Aldrich Co., Inc.	2:30 P.M.	530 7th, CH.	4-1872
Harvey Berin, Ltd.	4:00 P.M.; thereafter 1:00 & 4:00	530 7th, PE.	6-0206
<u>THURSDAY, NOV. 10</u>			
William Fox, Inc.	1:00 P.M.	530 7th, OX.	5-4070
Grabois	1:00 P.M.	498 7th, CH.	4-2767
Nat Kaplan, Inc.	1:15 P.M.; thereafter 1:15 & 4:00	498 7th, LO.	5-4115
Frank Starr, Inc.	1:15 P.M.	530 7th, LA.	4-7690
David Levine Co.	2:00 P.M.	530 7th, LA.	4-0237
Paul Parnes Corp.	2:30 P.M.	498 7th, CH.	4-4600
Samuel Winston, Inc.	4:00 P.M.	530 7th, CH.	4-2617
<u>TUESDAY, NOV. 15</u>			
Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs.	498 7th, CH.	4-1542
Jack Horwitz Assoc.	10:30 A.M. & 3:00 P.M.	498 7th, LO.	4-1860
Suzanne-Augustine, Inc.	By appointment	1 W. 47th, FL.	7-3465

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 8 10:00 A.M.	PREVIEW OF SPRING COLLECTION "Premiere 1956"--preview of Spring coat and suit collection, designed by Seymour Fox. By invitation. <u>Trade showings on Nov. 9, 10, 15, 16, 17 at 10:00 A.M.</u> Publicity: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Nov. 8 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Preview of the Christian Dior-New York Spring collection. <u>Trade showings at 2:30 P.M. on Nov. 8, 9, 10, 15, 17.</u> By invitation. Contact: PL.7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Nov. 8 12:00 Noon Box Lunch	CRUISE AND SPRING JUNIOR COLLECTION Lanz will present junior dresses and separates. <u>Showing at 12:30 P.M., Tuesday through Friday.</u> Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Beginning Tuesday Nov. 8 12:30 P.M.	FASHION CLINICS PREVIEW FEBRUARY-MARCH ISSUES "Best Dressed Woman in the World" February-March tandem issues, with special fashion clinics: <u>Ready-To-Wear</u> , 12:30 P.M. (luncheons) Nov. 8, 9, 14, 15, will preview fabrics, colors, silhouettes. <u>Sales Promotion</u> , 4:00 P.M. (cocktails) Nov. 10, 11, 16, 17. <u>Shoes</u> , 9:00 A.M. (breakfasts) Nov. 30, Dec. 1 with advertising, promotion and display techniques. For appointments, contact: Elaine Kanners at Charm, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
Beginning Tuesday Nov. 8 1:00 P.M.	OPENING OF SPRING COLLECTION Spring collection, designed by Lee Evans, at 1:00 P.M. for first week only. By invitation. Continuous thereafter. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday Nov. 8 2:00 P.M.	OPENING: SPRING COAT AND SUIT COLLECTIONS Showings at 2:00 P.M. of Bellociano and Bellociette (5'4" and under) Spring coats and suits. Publicity: Peggy Cantor, LA. 4-2036.	DAVE BELLSEY CO., INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FL.
Tuesday Nov. 8 4:00 P.M.	PRESS PREVIEW OF BONNIE CASHIN DESIGNS Bonnie Cashin's Spring collection of leather coats, suits and costumes for Philip Sills, at a preview for the press. By invitation only. Continuous daily trade showings thereafter. Publicity: Donna Cannon, MU. 7-5447.	PHILIP SILLS	39 WEST 37TH STREET SHOWROOM - 4TH FLOOR
Beginning Tuesday Nov. 8	OPENING OF SPRING COLLECTION Jack Herzog Spring collection of dresses for late afternoon, cocktail and evening fashions at continuous showings. Contact: LO. 5-0525.	DONALD DRESS (JACK HERZOG)	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Nov. 8	OPENING OF SPRING COLLECTION Mignon's Spring collection of afternoon and cocktail fashions will be presented at continuous daily showings. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Nov. 8	FORMAL FASHIONS BY TED SHORE Ted Shore's Resort-into-Spring formal fashions in taffetas, organzas, organdies and novelty prints. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 9 8:30 A.M. Breakfast	PREVIEW OF 1956 SUMMER COLLECTION Rosecrest, with Fan American Airlines, will present their 1956 collection of Summer separates and coordinates. Showing at 9:30 A.M. By invitation only to resident buyers, store buyers and press. For tickets and publicity, contact: Ellen H. LaMond, Rosecrest, 24 Binford St., Boston.	ROSECREST MFG. CO. (1407 BROADWAY)	HOTEL NEW YORKER GRAND BALLROOM
Wednesday Nov. 9 10:30 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Arthur Jablow's Spring collection of coats and suits for press and buyers. By invitation only. Daily thereafter at 10:30 A.M. Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Nov. 9 10:30 A.M.	OPENING OF SPRING BRIDAL COLLECTION Showing of the Spring bridal collection, designed by Gaston Mallet. Daily thereafter at 10:30 and 2:30. (<u>Note Change of Date and Time.</u>) For reservations, contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Nov. 9 12:30 P.M. Luncheon	RESORT AND HOLIDAY FASHIONS AT LUNCHEON "Tropulence"...Jamaica-inspired custom and ready-to-wear collection by Charles Gelatt. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Charles Gelatt Contact: Russell O'Neill, TE. 8-2975. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CHARLES GELATT, INC. (27 EAST 62ND STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 9 12:30 P.M. Luncheon	COCKTAIL & EVENING FASHIONS BY GOTHÉ De Pinna will present cocktail and evening fashions by Gothé. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gothé Publicity: Nona James, MU. 5-4834. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA EMPIRE ROOM
Beginning Wednesday Nov. 9 2:30 P.M.	SHOWING OF SPRING COLLECTION Showing of junior and misses dresses and costumes for Spring, designed by Madeleine Fauth, at 2:30 P.M. daily. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU", INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday Nov. 9 2:30 P.M.	PREVIEW OF SPRING DRESS COLLECTION Jerry Parnis will present her Spring dress collection daily at 2:30 P.M. Contact: CH. 4-0619. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Nov. 9 4:00 P.M. Cocktails	PRESS PREVIEW OF DRESS COLLECTION Dan Keller's Spring-Resort collection of casual dresses and ensembles at a preview for press and buyers. By invitation only. Contact: Margaret Hodge, BR. 9-2643 or Pl. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Nov. 9 4:00 P.M.- 6:00 P.M.	COCKTAIL PREVIEW: SPRING AND SUMMER COLLECTION Preview for press and buyers of Sportempos skirts and tops. By invitation only. Publicity: Madeline Christopher, Mad-Lyn Associates, BR. 9-5967.	SPORTEMPOS (1372 BROADWAY)	1407 CLUB 1407 BROADWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 10 9:30 A.M. Coffee	PRESS PREVIEW OF BOUTIQUE GIFT ITEMS Ohrbach's will preview their imported and domestic boutique gift items, including accessories and apparel. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BOUTIQUE OVAL ROOM
Thursday Nov. 10- Nov. 11 9:30 A.M. All Day	FIFTY-SIXTH FASHION MERCHANDISING CLINIC Amos Parrish will present the 56th Fashion Merchandising, Promotion and Selling Clinic for Spring and Summer 1956. Department and specialty store executives, by reservation; contact: Harry McManus, LO. 4-5600.	AMOS PARRISH & CO., INC. (500 FIFTH AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Thursday Nov. 10 10:30 A.M.	OPENING OF SPRING COLLECTION Sylvan Rich will present his Spring collection daily at 10:30 A.M. Contact: LO. 4-0616. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
Thursday Nov. 10 1:00 P.M.	PREVIEW: SPRING DRESS COLLECTION William Fox will preview his Spring dress collection to press and buying offices. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FL.
Thursday Nov. 10 2:00 P.M.	OPENING OF SPRING COLLECTION David Levine's Spring collection will be shown daily at 2:00 P.M. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FL.
Thursday Nov. 10 2:30 P.M.	PREVIEW OF SPRING COLLECTION Brannel Spring collection will be shown daily at 2:30 P.M. Contact: PE. 6-6983. Publicity: Mildred Kaldor, MU. 9-5420.	BJUMENSTEIN, ROSS & LENTZ, INC.	530 SEVENTH AVENUE SHOWROOM - 27TH FL.
Thursday Nov. 10 4:00 P.M.- 7:00 P.M.	PRESS SHOWING OF ENLARGED SHOWROOM Cocktail party at Jens Risom's enlarged showroom. By invitation only. Publicity: Richard Dillon, Jr., CH. 3-6112.	JENS RISOM DESIGN, INC.	49 EAST 53RD STREET SHOWROOM - 8TH FLOOR
Thursday Nov. 10 7:00 P.M. Cocktails- Dinner	PREVIEW OF SILK FASHIONS FOR SPRING Presentation of silk fashions for Cruise and Spring by leading designers and manufacturers at dinner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL AMBASSADOR TRIANON & BALLROOM
Nov. 11	ARMISTICE DAY (Friday).		
Friday Nov. 11 3:00 P.M.	PRESS PREVIEW FOR 30TH ANNIVERSARY Preview of Spring collection and celebration of 30th Anniversary. By invitation. Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Saturday Nov. 12- Nov. 17	MIAMI MARKET WEEK IN NEW YORK The Miami Fashion Council will hold a market week in New York. Contact: Mr. H. Maurice Weiland, Exec. Dir., Chamber of Commerce Building, 141 N.E. 3rd Avenue, Miami, Fla.	MIAMI FASHION COUNCIL	HOTEL NEW YORKER 8TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Nov. 13- Nov. 19	NATIONAL PRESS WEEK IN LOS ANGELES Women's fashion editors will attend National Press Week in Los Angeles. By invitation only. Contact: William Maxfield, Exec. Dir., California Fashion Creators, 740 So. Broadway, Los Angeles.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
Monday Nov. 14 8:30 P.M.	OPENING: METROPOLITAN OPERA'S 71ST SEASON Grand opening of the 1955-56 Metropolitan Opera Season, with Offenbach's "The Tales of Hoffman". Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
Tuesday Nov. 15 12:00 Noon Luncheon	FASHIONS FROM FEBRUARY ISSUE Second annual "Heart of Fashion" show featuring clothes and accessories from their February 1956 issue. By invitation only to buyers and tie-in stores. Contact: Joel Graham, PL. 9-2080.	MADemoiselle MAGAZINE	HOTEL SHERATON-ASTOR GRAND BALLROOM
Tuesday Nov. 15 5:00 P.M. Reception	SEVENTEEN MAGAZINE'S DOLL CONTEST WINNERS The U.S. Committee for U.N.I.C.E.F. will honor the three top winners in the 1955 Christmas Doll Contest, conducted by "Seventeen" Magazine for "Save the Children Federation." By invitation only. Publicity: Jean Baer at Seventeen, PL. 9-8100.	U. S. COMMITTEE FOR U.N.I.C.E.F.	UNITED NATIONS DELEGATES DINING RM.
Tuesday Nov. 15 5:15 P.M.- 7:00 P.M. Swiss Buffet Supper	FASHION SHOW BY SWISS FABRIC GROUP Presentation of Spring and advanced Summer fashions made from Swiss couture cotton fabrics imported from Switzerland. Created by over 30 leading designers and manufacturers from N.Y. and other markets. <u>Showing promptly at 5:45 P.M.</u> For press and retailers, by ticket only. Contact: Swiss Fabric Group, OX. 7-0020.	SWISS FABRIC GROUP, INC. (110 EAST 42ND STREET)	HOTEL PLAZA TERRACE ROOM
Wednesday Nov. 16 12:30 P.M. Luncheon	FASHIONS IN STEHLI FABRICS AT LUNCHEON "A Garland of Fashions"--Best will present Holiday and Cruise fashions by leading designers in Stehli fabrics. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publicity: Stehli--Anita Pine, WI. 7-3000; Best--Gay Stearns, PL. 9-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BEST & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 16 12:30 P.M. Luncheon	HOLIDAY FASHIONS AT LUNCHEON SHOWING Arnold Constable will present dressy fashions for Holiday wear. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 16 4:00 P.M.- 6:00 P.M. Cocktails	NATIONAL JUNIOR DRESSMAKING CONTEST Awarding of prizes to eight national winners of the Singer annual junior dressmaking contest. By invitation only. Publicity: Anne Cunningham, MU. 9-5000.	SINGER SEWING MACHINE COMPANY	HOTEL AMBASSADOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 16 4:30 P.M. Cocktails	PREVIEW: HOLIDAY FASHIONS BY MADELEINE FAUTH Jay Thorpe will present a press showing of Madeleine Fauth's Holiday "Clothes for You" at the showroom. By invitation only. For customers, Nov. 18, 2:30-5:00 P.M., on Jay Thorpe's 2nd floor. Contact: Isabelle Crawford, BR. 9-7700. Jay Thorpe Publ.: Jane Negbaur, JU. 6-1000.	JAY THORPE & "CLOTHES FOR YOU"	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Nov. 17 9:30 A.M.; 3:30 P.M.	PREVIEW SHOWING OF GIRLS' SPRING LINGERIE Coffee and formal show (9:30 A.M.) for press. Tea and formal show (3:30 P.M.) for resident buyers. By invitation only. Contact: Rona Monell at Munsingwear, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE SHOWROOM - MAIN FLOOR
Thursday Nov. 17 12:30 P.M. Luncheon	LEATHER FASHIONS BY SAMUEL ROBERT Leather and suede fashions for Resort and Spring by Samuel Robert will be presented at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Samuel Robert Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA PERSIAN ROOM
Thursday Nov. 17 5:30 P.M.- 7:00 P.M.	SHOWING OF HOLIDAY FASHIONS "Party Time"--showing of gala fashions for the holiday season. Open to public. Publicity: Dolores Hartig, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR
Monday Nov. 21 2:30 P.M.	FASHIONS BY SUZY PERETTE Russeks will present party dresses for North or South by Suzy Perette. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday Nov. 22 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE "International Whirl"--eighth annual "Party of the Year" for benefit of the Costume Institute of the Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: \$60.00 each; contact: Mrs. Mildred Wincor, Costume Institute, TR. 9-5500.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Nov. 23	NO LUNCHEON FASHION SHOW SCHEDULED AT THE HOTEL PIERRE BECAUSE OF THE THANKSGIVING DAY HOLIDAY.		
Nov. 24	THANKSGIVING DAY (Thursday).		
Saturday Nov. 26 8:30 P.M. Dinner- Dance	MEN'S, WOMEN'S FASHIONS IN SILK, COTTON, WOOL Importers of fine Italian fabrics - Roman Smucer Woolen Co., Republic Commercial Corp., Pomezia Textiles, Inc. and Vanetta Velvet Corp. - will exhibit new fabrics. Fashions by leading manufacturers. Press by invitation. Price: \$17.50; contact: Arthur DeSantis, CA. 6-8215. Publicity and Production: Barkann & Platt, PL. 5-8252.	CHAMBER OF COMMERCE FOR TRADE WITH ITALY	HOTEL ROOSEVELT GRAND BALLROOM
Wednesday Nov. 30 12:00 Noon Luncheon	READY-TO-WEAR LUNCHEON MEETING Co-Chairmen: Adelia B. Ellis and Alice Burrows. (More details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM

MOVIES...MUSIC...THEATRE...OPERA

Saturday
Oct. 29 PREMIERE: "GENTLEMEN MARRY BRUNETTES" (Movie) MAYFAIR THEA., 7TH & 47TH
Jane Russell and Jeanne Crain will star in the CinemaScope-Technicolor musical, released by United Artists, with Alan Young, Scott Brady, Rudy Vallee. Produced by Richard Sale and Robert Waterfield. Costumes: William Travilla. U-A Publicity: Tess Michaels, CI. 5-6000.

Tuesday
Nov. 1 FIFTH & FINAL WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET
Tues., Nov. 1: Walton's TROILUS AND CRESSIDA. Wed., Nov. 2: Tchaikovsky's THE GOLDEN SLIPPERS. Thurs., Nov. 3: Smetana's THE BARTHELEME BRIDE. Fri., Nov. 4: Verdi's LA TRAVIATA. Sat., Mat., Nov. 5: Prokofieff's THE LOVE FOR THREE ORANGES. Sat., Eve., Nov. 5: Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's I PAGLIACCI. Sun., Mat., Nov. 6: Bizet's CARMEN. Sun., Eve., Nov. 6: Puccini's MADAMA BUTTERFLY. Publicity: Miss Alix B. Williamson, CO. 5-1758.

Thursday
Nov. 3 PREMIERE: "GUYS AND DOLLS" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
8:30 P.M. Samuel Goldwyn Production, released by MGM, starring Marlon Brando, Jean Simmons, Frank Sinatra, Vivian Blaine. Director: Joseph L. Mankiewicz. Costumes: Irene Sharaff. Premiere for benefit of Will Rogers Memorial Hospital in Saranac Lake--tickets: \$5.00 and \$10.00. MGM Publicity: Frances Lane, JU. 2-2000.

Friday
Nov. 4 PREMIERE: "THE VIEW FROM POMPEY'S HEAD" (Movie) ROXY THEATRE, 7TH & 50TH
Richard Egan, Dana Wynter and Cameron Mitchell will star in 20th Century-Fox CinemaScope-DeLuxe Color production of Hamilton Basso's novel. Featuring Sidney Blackmer, Marjorie Rambeau, Dorothy Patrick Davis, Rosemarie Bowe. Director, producer and screenplay by Philip Dunne. Costumes: Charles LeMaire. 20th Century Publ.: Lowell Benedict, CO. 5-3320.

Friday
Nov. 4 OPENING: "THE HEAVENLY TWINS" BOOTH THEATRE, 222 WEST 45TH STREET
The Theatre Guild will star Jean Pierre Aumont and Faye Emerson with Gaby Rodgers in Albert Husson's Paris hit comedy, adapted by Louis Kronenberger. Featuring Marcel Hilliare, Earl Montgomery, Drew Thompson, Lucille Patton. Director: Cyril Ritchard. Setting and lighting: Eldon Elder. Costumes: Helene Pons. Publicity: Nat Dorfman, LO. 3-0858.

Tuesday
Nov. 8-13 OPENING: "THE COMEDIE FRANCAISE" BROADWAY THEATRE, 53RD ST. & BROADWAY
Nov. 8-Nov. 13: Beaumarchais' "Le Barbier de Seville" and Marivaux
Nov. 20 "Arlequin Poli Par L'amour". Nov. 15-Nov. 20: Marivaux "Le Jeu de L'amour et du Hasard" and de Musset "Un Caprice". Prices: \$1.80-\$6.00. Publicity: Martin Feinstein, PL. 9-6000.

Wednesday
Nov. 9 OPENING: "HATFUL OF RAIN" LYCEUM THEATRE, 149 WEST 45TH STREET
Shelley Winters and Ben Gazzara will star in a new play by Michael V. Gazzo produced by Jay Julien. Featuring: Anthony Francoisa, Paul Richards, Henry Silva, Christine White, Harry Guardino, Frank Silvera. Dir.: Frank Corsaro. Production designed by Mordecai Gorelik. Publ.: Karl Bernstein, CI. 6-0427.

Thursday
Nov. 10 OPENING: "THE VAMP" WINTER GARDEN THEATRE, 1634 BROADWAY
Carol Channing will star in a musical comedy by John Latouche and Sam Locke, with lyrics by Mr. Latouche and James Mundy. Featuring: David Atkinson, Bibi Osterwald, Robert Rippy, Patrick Hammerlee, Matt Mattox. Director: David Alexander. Choreography and production supervisor: Robert Alton. Sets and costumes: Raoul Pene du Bois. Publicity: Frank Goodman, CO. 5-5472.